

2 of 3

Rep Firm
Sales Office () WASHINGTON
Salesperson () DAN DRISCOLL

Salesperson Phone# 202-955-5342
Salesperson FAX# 917-206-9589

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	16	SA	7A-8A	GOOD DAY UT-SA	:30	\$550.00	10/20-10/20	1	1	1	\$550.00	
	Rating: 2.2											
	17	SA	8A-9A	GOOD DAY UT-SA	:30	\$650.00	10/20-10/20	2	1	2	\$1,300.00	
	Rating: 3.3											
	18	SU	7A-8A	GOOD DAY UT-SU	:30	\$550.00	10/21-10/21	2	1	2	\$1,100.00	
	Rating: 2.4											
	19	SU	8A-9A	GOOD DAY UT-SU	:30	\$650.00	10/21-10/21	1	1	1	\$650.00	
	Rating: 4.3											
	32	SU	5P-6P	NFL: THE OT	:30	\$2,000.00	10/21-10/21	1	1	1	\$2,000.00	
	Rating: 6.0											
		V2 Comment Changed										
	33	SU	9P-1005P	FOX NEWS AT 9	:30	\$2,310.00	10/21-10/21	1	1	1	\$2,310.00	
	Rating: 5.6											

Rep Order# 9847196 Ver# 3 Status Revised
EC'd Yes

Traffic Order# 584539

Printed: 10/19/2012 9:07 AM
Last Received: 10/19/2012 8:48 AM
Showing Buylines: All Lines

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Station KSTU-TV SALT LAKE CITY, UT
Advertiser () POLITICAL ISSUE GROU
Product NRCC IE 2012
Estimate# 3420
Buyer NMRPP MediaAssistant
Phone#
Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNING
815 SLATERS LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 155/426/3420
Flight Dates 10/19/2012 - 10/25/2012
Hiatus Weeks

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	42	SA	1005P-1035P	SEINFELD WK	:30	\$250.00	10/20-10/20	1	1	1	\$250.00	
Rating: 1.2												
	43	SU	1005P-1035P	SPORTS PAGE	:30	\$700.00	10/21-10/21	1	1	1	\$700.00	
Rating: 3.5												
	44	SU	1035P-1105P	SIMPSONS WK	:30	\$300.00	10/21-10/21	1	1	1	\$300.00	
Rating: 2.0												

---REPORT TOTALS---

Report Totals: 11 / \$9,160.00

---SALES MONTHLY TOTALS---

Oct 12: 11 / \$9,160.00

Sales Totals: 11 / \$9,160.00

Station Totals: 11 / \$9,160.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$36,292

CABL	0%	KDLU	0%	KJZZ	3%	KSL	24%	KSTU	25%
KTVX	9%	KUCW	2%	KUTV	33%	UNKB	0%	UNKN	0%

Books null
Demos RA3564